

SOHAR STEEL ANALYSIS

**PRESENTED BY
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WHAT:

1. Sum of Net Value in OMR by Year.

WHY:

- **Market Trend:** To know whether follows uptrend or downtrend.

2. Sum of Net Value in OMR by Material Description

WHY:

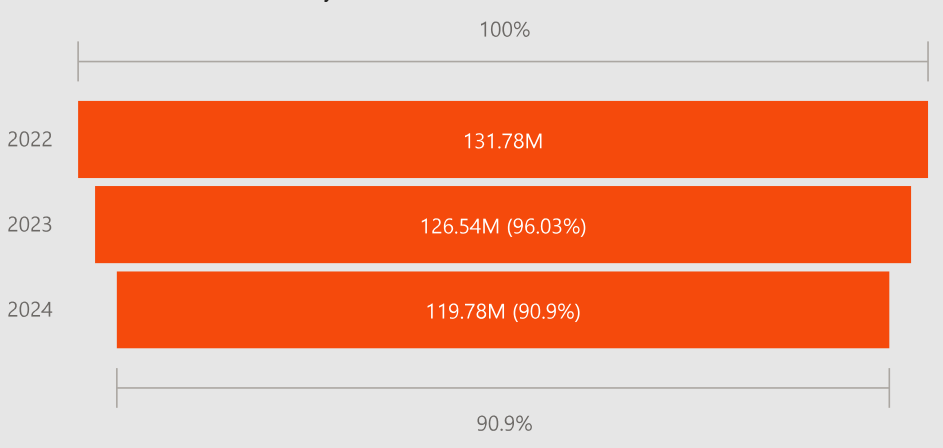
- **Product Demand:** Which steel dimensions are likely in **higher demand** for heavy infrastructure projects, pipelines, or construction.
- **Market Preferences:** Buyers might favor specific materials due to strength, durability, or suitability for their projects, driving higher sales.

3. Sum of Net Value in OMR by Country.

WHY:

- **Regional Demand:** Developed regions may have higher demand for steel due to ongoing construction, energy, or pipeline projects.
- **Emerging Markets:** To understand the demand where demand is more or less.

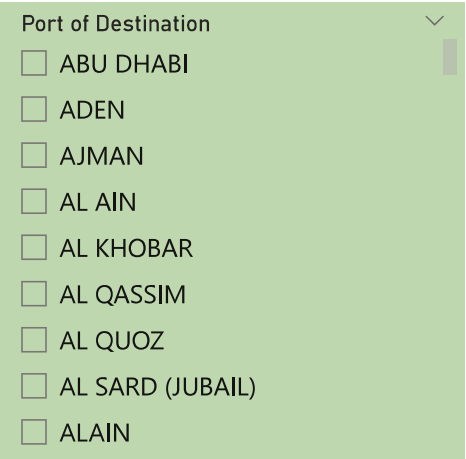
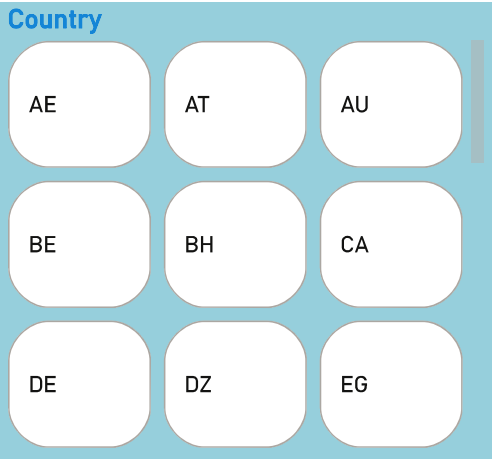
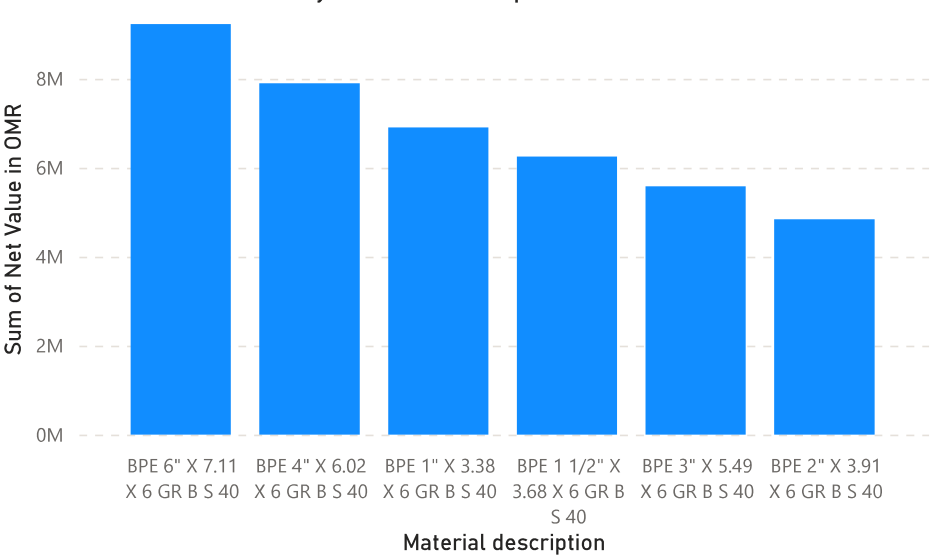
Sum of Net Value in OMR by Year



Sum of Net Value in OMR by Country



Sum of Net Value in OMR by Material description



1. Sum of Net Value in OMR by Year

Insights:

- The **net value is declining year-over-year** from 2022 to 2024.
- In 2022, Chinese retrenchment had an impact on steel prices.
- War in Ukraine

2. Sum of Net Value in OMR by Material Description

Insights:

- Larger materials (6" and 4" dimensions) are the **top revenue generators**.
- **Smaller materials** like **BPE 3"** and **2"** contribute less, indicating their lower demand or market preference.

To drive growth:

- Focus on optimizing production and sales of **top materials**.
- Explore opportunities to increase demand for **lower-performing products**.

3. Sum of Net Value in OMR by Country

Interpretation:

- The company should:
- **Strengthen existing markets** (Europe and North America) by enhancing partnerships or customer relations.
- Explore opportunities in **emerging regions** (Africa and Asia) to diversify revenue streams.
- Investigate reasons for low activity in **South America and Australia** (e.g., logistical challenges or market barriers).

CONCLUSION

Material Performance: The company should focus on optimizing production and marketing for high performing materials while creating strategies to increase demand for smaller, lower-performing products.

Market Insights:

- **Europe and North America** are the strongest markets; strengthen partnerships and customer relations to maintain dominance.
- **Africa** and **Asia** show growth potential; invest in targeted marketing and logistics to expand presence.
- Address underperformance in **Australia** and **South America** by identifying and overcoming market entry barriers.